

Message Text

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TO AMCONSUL SAO PAULO PRIORITY

AMCONSUL RIO DE JANEIRO PRIORITY

AMEMBASSY BUENOS AIRES PRIORITY

INFO AMEMBASSY BRASILIA PRIORITY

AMCONSUL SALVADOR PRIORITY

UNCLAS STATE 145937

SAO PAULO FOR COMMERCIAL COUNSELOR

E.O. 11652: NA

TAGS: BEXP, XR

SUBJECT: PETROLEUM EXPLORATION TRADE MISSION, AUGUST 1978

REF: (A) STATE 75007 (B) SAO PAULO 930 (C) BUENOS AIREA
2880

1. BECAUSE OF BRAZIL'S HIGH PRIORITY FOR DEVELOPING
PETROLEUM EXPLORATION AND PRODUCTION, THIS MISSION IS
HIGHLY VISIBLE. INDUSTRY ENTHUSIASM REINFORCES OUR
IMPRESSION THAT THERE IS AN EXCEPTIONALLY GOOD OPPORTUNITY
FOR INCREASING OUR EXPORTS OF PETROLEUM RELATED GOODS AND
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SERVICES, PARTICULARLY TO BRAZIL. PURSUANTLY, COMMERCE
CONCURS THAT A STRONG SHOWING OF OFFICIAL USG INTEREST IN
THIS SECTOR MAY BE MOST PRODUCTIVE.

2. TO FACILITATE POSTS' INITIATIVES IN THIS REGARD WE
PERCEIVE MISSION AS POTENTIAL INSTRUMENT FOR STRENGTHENING
OUR DIALOGUE WITH PERTINENT HOST GOVERNMENT OFFICIALS.

COMMERCE SOLICITATION HAS THEREFORE BEEN DIRECTED TOWARDS FORMING AN EXECUTIVE LEVEL QUOTE BLUE-CHIP UNQUOTE MISSION.

3. CURRENT STATUS OF PROCUREMENT CONFIRMS THAT THE GROUP WILL INDEED OFFER AN ACCEPTABLE VEHICLE FOR ADDING

DIMENSION TO THE USUAL TRADE MISSION APPROACH. FOLLOWING PARTICIPANTS ARE NOW FURNISHING US WITH DOCUMENTATION:

(A) B AND W INC. - J.R. SOLUM, PRESIDENT

(B) COMBUSTION ENGINEERING - WILLIAM BECKER, VICE PRESIDENT INTERNATIONAL OPERATIONS (REPRESENTING THEIR SUBSIDIARIES C.E. NATCO, VETCO AND GRAY TOOL CO.)

(C) HUTCHISON - HAYES INTERNATIONAL AND OIL AND GAS SUPPLY COMPANY - JOHN L. JOPLIN, CHAIRMAN OF THE BOARD (OF BOTH COMPANIES).

(D) N.L. CONTROL SYSTEMS - PAUL KOOMEY, VICE PRESIDENT.

(E) NATIONAL SUPPLY COMPANY (ARMCO STEEL) - A.J.R. PETERSEN, GENERAL MARKETING MANAGER.

(F) PETROLEUM INFORMATION CORP. - PHILIP H. STARK, V.P. INDUSTRIAL DATA.

(G) PERRY-OCEANOGRAPHICS INC. - J.F. MANUEL, VICE PRESIDENT.

(H) STANDCO INDUSTRIES, INC. - WARREN F. WARNER, VICE PRESIDENT INTERNATIONAL OPERATIONS.

(I) VAREL MANUFACTURING CO. - WILLIAM PORTER, VICE UNCLASSIFIED

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PRESIDENT.

(J) WESTINGHOUSE ELECTRIC CO. - LON QUINTINO, VICE PRESIDENT, INDUSTRIAL PRODUCTS.

4. SOLICITATION WILL REMAIN OPEN UNTIL JULY 10 SO THAT FINAL LIST MAY BE DIFFERENT. NEVERTHELESS, IT MAY NOT BE TOO EARLY TO APPROACH APPROPRIATE GOVERNMENT ENTITIES TO ANNOUNCE OUR INTENTIONS AND TO SEEK POSSIBLE CO-SPONSORSHIP FOR THE EVENT. PLEASE ADVISE ACTIONS TAKEN IN THIS REGARD.

5. OWING TO SENIOR LEVEL OF GROUP, CONSIDERATION SHOULD BE GIVEN TO ESTABLISHING FORUM TYPE BRIEFING AT MINISTRIES AND NATIONAL PETROLEUM COMPANIES IN ADDITION TO SELECTED INDIVIDUAL CALLS. MISSION RECEPTIONS MIGHT ALSO BE TAILORED TO GIVE ACCESS TO HIGHER LEVEL OFFICIALS IF POSTS SO DESIRE. FIELD TRIPS COULD BE USED TO HIGHLIGHT TECHNOLOGY AVAILABLE FROM THE U.S. IN GENERAL BY PORTRAYING THIS TRADE MISSION AS PART OF CONTINUING PRIORITY EMBASSY PROGRAM TO ENCOURAGE U.S. FIRMS TO RESPOND TO OPPORTUNITIES IN ARGENTINA AND BRAZIL. POSTS VIEWS IN THIS REGARD WOULD BE APPRECIATED. MISSION ITINERARY CAN

BE CHANGED IF NECESSARY TO ACCOMMODATE POSTS'
RECOMMENDED PROGRAM. VANCE

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